Measuring Tourist Satisfaction on Tourism Activities in Udhagamandalam as A Holiday Destination

Simi V.,

Ph.D Scholar,
PG & Research Department of Commerce,
Government Arts College,
Udumalpet, India.

Dr. N. Maliqjan,

Assistant Professor,
PG &Research Department of Commerce,
Government Arts College,
Udumalpet, India.

ABSTRACT

The present study has been carried out at Udhagamandalam, a unique tourist destination known for its scenic beauty, misty mountains and the green valley's is a paradise on earth, situated on the southern most part of India. Objectives of the study are level of satisfaction of tourist visiting Udhagamandalam. Methodologies, data were collected from both primary and secondary sources. The primary data were collected through questionnaire. Journals, news papers, magazine and e-articles form the secondary source. Data collected from the tourists in Udhagamandalam using convenient sampling techniques used. The sample size composed from 120 tourists visiting Udhagamandalam. Statistical tools such as simple percentage and Chi Square test have been used to analyze the primary data. Conclude this study; tourists are able to visit Udhagamandalam independently without the help of travel arrangements or tour operators. The results of the study can provide marketing researchers and planners with some valuable view into the choice of appropriate markets based on the unique attributes of the destination, which can differentiate in the tourist's minds and also meet the tourists demand. Level of education, Monthly Income and Gender have a significant influence in the level of satisfaction.

Keywords: Tourist, Satisfaction and Destination.

INTRODUCTION:

Tourism is one of the World's fastest rising industries as well as the most important source of foreign exchange earnings and employment for several developing countries. World tourism demand continues to exceed expectations, showing resilience against extraneous factors. Though the third world share a tiny piece of this expansion, in a large number of developing countries tourism is a vital economic power and its study is of increasing educational and practical interest. The Ministry of Tourism designs national policies for the development and support of tourism activities. In the process, the Ministry consults and collaborates with other stake holders in the sector including various Central Ministries/ Agencies, State Governments, Union Territories and the representatives of the private sector. Concentrated efforts are being made to encourage new forms of tourism sectors such as rural, wild life, cultural, medical and eco-tourism. The Ministry also maintains the Incredible India campaign.

UDHAGAMANDALAM – AN OVERVIEW:

Udhagamandalam (also Ootacamund) and abbreviated as Udhagai and Ooty is a town and municipality in the Indian state of Tamil Nadu. It is situated 80km north of Coimbatore and is the capital of the Nilgiri district. It is a well-liked hill station located in the Nilgiri Hills. The town is connected by the Nilgiri ghat roads and Nilgiri Mountain Railway. Its natural magnetism attracts tourists and it is a popular summer tourist spot.

Udhagamandalam is situated in the Nilgiri Biosphere Reserve. Nilgiri district is spread over a total area of 2549.00.sq.km. Udhagamandalam is the largest taluk in Nilgiri area with 16 diverse traveler spots of enthusiasm as indexed by the Department of Tourism, Government of Tamil Nadu. Out of these spots, three traveler spots specially Botanical Garden, Rose Garden and Herbarium go under the purview of the Department Horticulture, Government of Tamil Nadu. Two boat shelters, one kids stop and one pinnacle (Doddabetta crest) are claimed and kept up by the TTDC. One Race Course is claimed by a person. The rest of the spots specifically Pykara Dam and Waterfalls, Avalanche Shola Forest, Glenmorgan, Parsons Valley, Kalhatty Water Falls, Valley View and Kamaraj Sagar Dam and Cairn Hill are kept up under the direct managerial control of the Department of Forests. Never less, a portion of the tourist spots in Ooty are overseen by the Nilgiris District Administration. As of 2011, the town had a population of 88,430.

REVIEW OF LITERATURE:

Brahmankar (1998) titled "Travel and Tourism as a Career" found that the most important factors which attract tourists to India include attractive natural scenery, striking customs and way of life, wildlife sanctuaries, backwaters and rivers, mountains, beautiful creations of man, traditional art and dance forms and typical festivals. The negative features include red tape in ticketing, checking, language difficulties, poor communication facilities, lack of personal protection, unsanitary situation, difficulties in transport and traffic, unsatisfactory accommodation, beggars and tipping, problems in meeting people, over charging by taxi drivers and private transport operators.

Murphy and Smith (2000) in their study "The Destination Product and its Impact on Traveler perceptions" the primary objective of the study was to identify sub-components of a destination product and to examine their significance on tourist perceptions and satisfaction. The conceptual model was tested by using secondary data collected by Australia's Victoria State Tourism. Convenience sampling technique was adopted and the data was periodically collected across the seasons to measure Victoria State tourist experience from a total of 610 tourists. The data were analyzed using Partial Least Square (PLS) and LISREL methods. This study revealed that positive experiences en routes for destination's macro-environment and service infrastructure have significant influence on tourist perceptions of trip quality and value. It also identified that perceived trip quality and value has positive bearing on tourist intentions to revisit the Victoria State.

Ibrahim (2005) titled "A Positioning Strategy for a Tourist Destination, based on Analysis of Customers' Perceptions and Satisfactions" measured empirically tourist perceptions and satisfaction in Barbados. Stratified and quasi random sampling techniques were used to select the 400 tourists from the tourist population. Methodology of the study, both primary and secondary data was used. The primary data collected were analysed by descriptive statistics, ANOVA and Factor analysis. The results established that destination image had a significant influence on tourist perceptions in respect of age, income nationality and gender. The results of the study were helpful for evolving the destination's positioning strategy and designing promotional activities.

Prayag (2009) entitled " Tourist's Evaluations of Destination Image, Satisfaction and Future Behavioral Intentions-The Case of Mauritius" focused on the relationship among destination image, overall tourist satisfaction and future behavioral intentions of tourists of Island tourism. Methodology of the study, both primary and secondary data was used. Data were collected for three months from international visitors at hotels and at the Sir Seewoosagur Ramgoolam International Airport of Mauritius from a sample of 1000 tourists. The study concludes that destination image and overall tourist satisfaction have a direct and an indirect influence on tourist future behavioral intentions.

Vasanthi (2012) entitled " Factors which attracted the tourists to visit Nilgiri District as a tourist destination" highlighted the study that natural prettiness of the destination draws tourists away from the crowded and polluted towns and cities. Further, the study also exhibits that majority of the young tourists who love to visit the Nilgiri hills for its beautiful environment.

Praveen & Manju Priya (2016) entitled "Travelers Satisfaction towards Tourist Destinations (An Empirical Study with Special Reference to the Nilgiri)" in their objectives of the study is to identify the level of satisfaction towards the destination and the evaluate the problems faced by the tourist while visiting the tourism spot. Methodology of the study, both primary and secondary data was used. Convenient and judgment sampling technique is used to select the sample of 225 tourists in this study. The statistical tools used in this study are simple percentage analysis, rank analysis and chi-square analysis. The study concludes that physical and mental relaxation was the highest satisfactions of the tourist.most of the tourists have exhibited high level of satisfaction towards peaceful surroundings of the destination. Age, level of education, occupation and monthly income have a significant effect on the tourist satisfaction.

Balu & Vijaya Ragunathan (2016) conducted the study on "Perception and satisfaction of tourist in Kodaikkanal hill station" in their objectives of the study analyze the growth and potentials of tourism industry at Kodaikkanal and find out the satisfaction level of tourists based on the nationality and gender at Kodaikkanal. Methodology of the study are both primary and secondary data were used to convenient sampling technique is used to select the sample of 120 respondents in this study. The statistical tools used to the study are correlation and chi-square test and one-way ANOVA. In their findings are information received before arrival in the selected destination played a crucial role and correlated with many variables which describes that the tourists are curious as well as inquisitive.

Mythili & Jayaprakash (2017) titled "Hill Station Tourist Satisfaction in Udhagamandalam" in their objectives of the study is to investigate the level of satisfaction of tourist visiting Udhagamandalam. Methodology of the study both primary and secondary data were used to convenient sampling technique is used to select the sample of 200 tourists in this study. The statistical tools used to the study are simple percentage and factor analysis. The analysis provides useful surroundings to the tourism planner and Government in the planning of future tourist marketing strategies. The negative features include the common complaint that the hotel industry offers insufficient amenities as compared to the rates charged.

STATEMENT OF THE PROBLEM:

Tourism play vital role in the growth and development on Indian economy. It is the best possible way to India's economic development. It provides employment opportunities to the society. The purpose of the study is to gain a better understanding about the tourist's satisfaction towards tourism activities in Udhagamandalam. As such every tourist goes under the concept of tourist satisfaction. Udhagamandalam is a charming and adventurous place to visit. High peaks, tea gardens, churches, lakes all can be viewed at Udhagamandalam and the tourist's can purchase tea powder, nilgiri oil and Toda handicrafts. In this context the following research questions arise: What is the level of satisfaction of tourists' visiting Udhagamandalam?

OBJECTIVES OF THE STUDY:

1. To assess the tourist's level of satisfaction of tourist visiting Udhagamandalam.
2. To identify the variables that influences their level of satisfaction.

METHODOLOGY:

A research study design provides a framework for the collection and analysis of data. The research design used for the study is descriptive and a quantitative research. Data were collected from both primary and secondary sources. Secondary data also have been utilized for the study comprising of internet, newspapers and journals. Data was mainly based on primary data; first hand information was collected and used in the study. The sample size taken for the study is 120 tourists and the information obtained from them is through questionnaires. The sampling technique used convenience sampling, with the subgroups identified as a representative of the entire population. Respondents are tourists who visited Udhagamandalam for their tour. Tourists were given verbal and written instruction and completed the questionnaires. To understand the significant relationship between dependent and independent variables used in this study a pilot study was undertaken. Structured questionnaire was developed based on 5 point likert scale. The data is presented in tabular form as per the requirements. Data was analyzed using Simple Percentage and Chi-square test.

RELIABILITY TEST:

Reliability Statistics	
Cronbach's Alpha	Number of items
.808	18

The data reliability is tested through Cronbach's Alpha Analysis. Cronbach's α (alpha) is a coefficient of reliability. It is commonly used as a measure of the internal consistency or reliability. In any social science research a reliability coefficient of 0.70 or higher is considered as "acceptable" suggesting that the items have relatively high internal consistency.

LIMITATIONS OF THE STUDY:

The research study was confined to Udhagamandalam only. Opinion of the respondents may be biased in nature. Therefore caution should be exercised while generalizing the results.

RESULTS AND DISCUSSIONS:

Level of Satisfaction:

Satisfaction Index is computed to ascertain the level of satisfaction of the respondents on the tourists who visited in Udhagamandalam. Eighteen variables are considered for the study. The response is rated on a five point likert scale. Answer to the questions range from one to five. Thus, the maximum score will be 56.67. The Mean satisfaction is 41.32 and Standard deviation is 9.44. The Index score upto 31.88 is categorized as low, the score from 31.89 to 50.75 is categorized as Medium and the score above 50.76 is categorized as High.

Table 1: Level of Satisfaction of Tourists

Level of Satisfaction	Number of Respondents	Percentage
Low	32	26.70
Medium	64	53.30
High	24	20.00
Total	120	100.00

Source: Primary Data

Out of 120 tourists, 32 (26.70 per cent) tourists are having low level of satisfaction, 64 (53.30 per cent) tourists have medium level of satisfaction and 24 (20.00 per cent) respondents are with high level of satisfaction on the facilities in Udhagamandalam. It is found that majority of the respondents are with medium level of satisfaction.

Table 2: Demographic profile of the Respondents

S.No.	Factor	Demographics	No. of Respondents	Percentage
`1	Gender	Male	68	56%
		Female	52	44%
		Total	**120**	**100%**
2	Age	20 – 30	55	46%
		31 – 40	45	37%
		Above 41	20	17%
		Total	**120**	**100%**
3	Marital Status	Single	31	26%
		Married	89	74%
		Total	**120**	**100%**
4	Type of Family	Joint	46	38%
		Nuclear	74	62%
		Total	**120**	**100%**
5	Level of Education	No Formal Education	15	13%
		Professional	41	34%
		Upto HSC	11	9%
		Diploma	14	12%
		UG	15	13%
		PG	14	12%
		Others	10	8%
		Total	**120**	**100%**
6	Monthly Income	Nil	19	16%
		Below 10,000	22	18%
		10,000 – 20,000	49	41%
		Above 20,001	30	25%
		Total	**120**	**100%**

S.No.	Factor	Demographics	No. of Respondents	Percentage
7	First Visit	Yes	39	32%
		No	81	68%
		Total	**120**	**100%**
8	Transport	Public Transport	17	14%
		Private Transport	22	18%
		Own Vehicle	57	48%
		Train	24	20%
		Total	**120**	**100%**
9	Accommodation	Budget Hotel	55	46%
		Hotel	7	6%
		Friends House	41	34%
		Resorts	17	14%
		Total	**120**	**100%**

Source: Primary Data

Above table 2 reveals that out of 120 respondents, 56 per cent of the respondents are male, 46 per cent of the respondents from the age group of 20 -30 years, 74 per cent of the respondents are married, 62 per cent of the respondents are living in nuclear family, 34 per cent of the respondents are studied professional degrees and 41per cent of the respondents are under the monthly income between 10,000 -20,000.

CHI-SQUARE TEST:

Chi-square test is carried out to know whether there exists a significant association between select variables - Gender, Age, Marital Status, Type of Family, Level of Education, Occupation, Monthly Income of the respondents and the level of Satisfaction.

H0: There does not exist a significant association between the select variables and level of satisfaction

<div align="center">Table 3: Select Personal Variables and Level of Satisfaction (Chi-Square Test)</div>

Variables		Level of Satisfaction			N=120	df	X^2 Value
		Low n=32	Medium n=64	High n=24			
Gender	Male	25 (36.76)	26 (38.24)	17 (25)	68	2	0.001*
	Female	7 (13.46)	38 (73.08)	7 (13.46)	52		
Age	20 - 30	0 (0)	48 (87.27)	7 (12.73)	55	4	0.070
	31 - 40	27 (60)	11 (24.44)	7 (15.56)	45		
	Above 41	5 (25)	5 (25)	10 (50)	20		
Marital Status	Single	10 (32.26)	21 (67.74)	0 (0)	31	2	2.239
	Married	22 (24.72)	43 (48.31)	24 (26.97)	89		
Type of Family	Joint	10 (21.74)	12 (26.09)	24 (52.17)	46	2	3.404
	Single	22 (29.73)	52 (70.27)	0 (0)	74		
	No Formal Education	0 (0)	15 (100)	0 (0)	15	12	0.000*
	Professional	15	26	0	41		

Variables		Level of Satisfaction			N=120	df	X² Value
		Low n=32	Medium n=64	High n=24			
Level of Education		(36.59)	(63.41)	(0)			
	Upto HSC	10 (90.91)	1 (9.09)	0 (0)	11		
	Diploma	0 (0)	7 (50)	7 (50)	14		
	UG	0 (0)	5 (33.33)	10 (66.67)	15		
	PG	7 (50)	0 (0)	7 (50)	14		
	Others	0 (0)	10 (100)	0 (0)	10		
Occupation	Student	0 (0)	5 (100)	0 (0)	5	10	12.427
	Housewife	7 (33.33)	7 (33.33)	7 (33.34)	21		
	Business	10 (38.46)	16 (61.54)	0 (0)	26		
	Government Employee	5 (50)	5 (50)	0 (0)	10		
	Private Employee	10 (20.83)	21 (43.75)	17 (35.42)	48		
	Others	0 (0)	10 (100)	0 (0)	10		
Monthly Income	Nil	7 (36.84)	12 (63.16)	0 (0)	19	6	0.014**
	Below 10,000	0 (0)	15 (68.18)	7 (31.82)	22		
	10,001 – 20,000	10 (20.42)	22 (44.89)	17 (34.69)	49		
	Above 20,001	15 (50)	15 (50)	0 (0)	30		

Source: Primary Data   * Significant at one per cent   ** Significant at five per cent

Table 3 reveals that there exists an association between the select variables gender, level of education, monthly income and level of satisfaction. There does not exist an association between the select variables- age, marital status, type of family, occupation and level of satisfaction.

SUGGESTIONS:

- The climate, fauna and flora are the main reason for visiting this spot. Create basic infrastructure and business should cause loss of the former factors. Steps should take to improve the cleanliness of the town and to prevent from pollution.
- Toilet facility is necessary in sight-seeing spots. Adequate facilities like common toilets and dustbins provided wherever needed.
- Tollgates and entrance fees in every sightseeing spots want to minimize. Parking facilities made available at shopping centers.

CONCLUSION:

Udhagamandalam has many places of tourist interest. Tourist Satisfaction depends upon the expectations and perceptions. Friends and relatives gives information about Udhagamandalam hills and it motivate the visitors to undertake independent visit along with the former. Nature motivated more tourists to visit Udhagamandalam to

reduce their working stress and to consume fresh air. The first time visitors are motivated to visit Udhagamandalam and get them converted to repeat visitors. The study also recommended that managers of tourism business especially hotel and resort should ensure the provision of top quality service, restaurants with high standard security. During peak season, it is a common complaint that the hotel industry offers inadequate facilities as compared to the rates charged. The variety and quality of the food served by the restaurants in the town is also not up to the satisfaction of a large part of tourism.

REFERENCES:

Bhatia, A.K. (1998). *Tourism in India*. Sterling Publishers Pvt. Ltd., New Delhi.

Dr. B.Mythili & K.Jayaprakash (2017). Hill Station Tourist Satisfaction in Udhagamandalam, *International Journal of Current Research and Modern Education (IJCRME)*, Vol: 2, Issue1, pp117-121.

Dr.Balu.A& Mr.Vijaya Ragunathan M, (Jan 2016). Perception and Satisfaction of Tourist in Kodaikkanal Hill Station, *Indian Journal of Applied Research*, ISSN 2249-555X. Vol.6, Issue 1,pp175-179.

E.B. Brahmankar (1998). Travel and Tourism as a career. *Southern Economist*, Vol: 12(10), pp.19.

Ibrahim.E (2005). A Positioning Strategy for a Tourist Destination, based on Analysis of Customer's Perceptions and Satisfaction, *Marketing Intelligence & Planning*, Vol: 23(2), pp.172-188.

M.Praveen & Dr.R.Manju Priya (2016). Travelers Satisfaction towards Tourist Destinations (An Empirical Study with Special Reference to the Nilgiri), *International Journal of Marketing and Human Resource Management (IJMHRM)*, Vol.7, issue3, pp.64-70.

Murphy.P and Smith.B (2000). The Destination Product and its Impact on Traveler perceptions, *Tourism Management*, Vol: 21 (1), pp 43-52.

Prayag.G (2009). Tourist's Evaluations of Destination Image, Satisfaction and Future Behavioral Intentions-The Case of Mauritius, *Journal of Travel & Tourism Marketing*, Vol: 26(8), pp 836-853.

Vasanthi.S (2012). Factors which attracted the tourists to visit Nilgiri district as a tourist destination, *Global Journal of Arts & Management*, Vol: 2(3), pp 19-32.